

INTRODUCING SENSO, THE FIRST HYBRID SMARTWATCH COLLECTION FROM PININFARINA HYBRID WATCHES BY GLOBICS



March 13, 2023 – Introducing **SENSO**, the first smartwatch collection from **Pininfarina Hybrid Watches by Globics**. **SENSO** is set to redefine the hybrid landscape, bridging classic analogue timepieces with state-of-the-art contemporary technology, for a smartwatch collection unlike any other.

“Timeless form meets innovative function – the **SENSO** collection will set the benchmark in the hybrid smartwatch world,” said **Loewe Lee, Managing Director of Globics Technology** “As the first collection inspired by the renowned Pininfarina legacy and brand, our pioneering designs coupled with ground-breaking technology will showcase watches both smart and beautiful.”

“We are proud to enter in the hybrid smartwatch world through a brand licensing agreement with Globics” said **Fabio Calorio, Head of UX and ID Sales and Global Brand Extension at Pininfarina**. “Globics has perfectly interpreted our heritage mixing it with state of the art technology, creating a beautiful and innovative collection of hybrid watches, nicely representing our brand values”.

As the premier collection under the newly-formed license agreement between Italian design firm **Pininfarina** and digital watch pioneers **Globics Technology** – **SENSO** balances elegant designs with cutting-edge technology, featuring a timeless dial-and-hands aesthetic that unearths advanced tools ▶



to help you move through the world. On its surface, SENSO features a range of **premium materials built for durability**, including SUS 316 Stainless Steel case & bezel alongside sapphire crystal glass, and is water-resistant to 5ATM standards (pressure up to 50 metres).

Inside, the watch reveals innovative technology and an informed set of features, including a powerful **optimized lithium battery** that tracks vitals for up to one month on just a 60-minute charge. A range of **state-of-the-art sensors** enable you to manage every facet of your life, including health, wellness, sleep and training as well as a smart assistant.

HEALTH: trace heart rate zones and variability (HRV), produce electrocardiograph (ECG) readouts, and detect breathing disturbances through oxygen levels (SPO2 and VO2).

WELLNESS: health monitor to boost internal power, stress monitor to cope with strain, menstrual tracker to forecast monthly periods, and wellness reminders to keep active and hydrated.

SLEEP: monitor datapoints all through the night, before working out an accurate score out of 100% that can help improve sleep depth and efficiency.

TRAINING: track steps, distance and calories burned, plus activity tracker to aid workouts and dozens of sports modes to gauge abilities while improving performance.

SMART ASSISTANT: silent notifications offering quick health stats, GPS compass to determine global location, and Bluetooth remote to control devices.

All sensors are effortlessly linked to **Pininfarina Hybrid Watches Companion App**, a proprietary application developed by Globics Technology for Android and iOS, where individual data is analysed and calibrated over time before delivering personalized recommendations.

SENSO Hybrid is available in **four distinct colours:** Slate Grey, Sunburst Rose Gold, Moonlight Silver and Mercure Grey. Each is complemented by a black ▶



or brown **genuine Italian leather strap**, seamlessly transitioning to your life mode, whether it's work, play, fitness, travel or adventure.

"SENSO's revolutionary functionalities, as well as features and accessories, all present a collection that symbolizes inspired creativity," said **Loewe Lee, Managing Director of Globics Technology**. "Hybrid ultimately is about more than modern wearables with classic watch cores –

they connect the past with the present, to watch the future unfold on your wrist."

Heritage and innovation. Elegance and sophistication. By seeking balance in every sphere – analogue and digital, health and wellness – SENSO hybrid smart watch collection embodies technology in service of the timepiece, elevating each world beyond the expected to empower your lifestyle. ▴

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